

Influence to Offense: A Study of Sexual Misconduct in Pakistan in the context of Exposure to TikTok Content

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ABSTRACT

The emergence of TikTok as a trendy social networking platform has created great alarm regarding the behavioural impact of the content that is provided by the site especially in the case of conservative societies such as Pakistan. This study examined the association between exposure to explicit content on TikTok and sexual misconduct tendencies in adolescents in the context of the four major cities in Pakistan: Lahore, Karachi, Islamabad, and Peshawar. Survey method was used to collect data from 500 adolescents aged between 13 and 19. High levels of exposure to and involvement of TikTok content were revealed by descriptive statistics. Inferential tests, such as correlation, regression, and independent samples t-tests, revealed a significant positive correlation between such exposure and sexual permissiveness, normalization of sexual behaviour, and tendencies of misconduct. A significant gender difference was found, as males reported more tendencies of misconduct. The results confirmed a positive and significant relationship between explicit TikTok content exposure and sexual permissiveness, sexualized norms acceptance, and inappropriate or risky behaviour tendencies. Moreover, gender analysis showed a considerable difference, where boys were more likely to report more tendencies towards misconduct in adolescence than girls. Such results highlight the critical examination of extensive digital literacy training, the tightening of content moderation policies, and the active control by parents. These results highlighted the necessity of digital literacy interventions, content regulation, and parenting engagement.

Keywords: TikTok, adolescents, sexual misconduct, social media influence, explicit content.

INTRODUCTION

The rapid tendency of TikTok has changed the digital media landscape in the globe, as it is currently one of the most influential media among adolescents. TikTok, with its more than a billion active users all over the world gives users, particularly the youths, an avenue through which they engage in and make short-form videos which on most occasions involve dance routines, lip-singing, comedy acts and viral challenges. Nevertheless, over the last few years, the platform has received

more criticism due to its promotion of posts that are sexually suggestive, objectifying, or vulgar in nature (Ferreira & Santin, 2023). Such apprehension is of special concern in the cultural conservative society like that of Pakistan, where sex education is of little value, and the socio-cultural beliefs do not allow one to openly discuss sexuality. Nicolla et al. (2025) conducted a quantitative content analysis of TikTok videos tagged with #sexualassault, finding that a significant proportion of these videos often engaging millions of viewers were framed as educational or awareness-oriented but simultaneously invoked narratives that challenged social norms and called out perpetrators.

Being the age group with the highest susceptibility, teenagers are highly impressionable and more prone to external factors, especially those of the digital media. The content with sexualized information exposed to adolescents on such platforms as TikTok can influence attitudes, perceptions, and even behaviours of adolescents in sexuality and interpersonal relationships. Media psychological studies have continuously shown that exposure to sexualized content in media may lead to normalization of sexual behaviours, skewed gender expectation, and unsafe sexual behaviour (Brown & L'Engle, 2009). In addition, research into caregiving and maltreatment behaviors on TikTok reveals that even content involving vulnerable populations may inadvertently normalize psychological abuse by drawing attention and engagement, irrespective of intent (Baker et al., 2025).

It is more problematic in the Pakistani context, where the discourses surrounding sexual health remain stigmatized, and anecdotal/media coverage associated with it shows that it is directly correlated with the increasing number of instances of harassment, improper conduct, and even rape cases of young people. Although there are studies that have examined the overall effect of social media on young behaviour in Pakistan, there is a great knowledge gap in the empirical literature that specifically looks at the behavioural impacts of the tempting content on TikTok. The study fills that gap by examining the relationship between exposure to explicit and provocative TikTok content and sexual attitudes and misconduct tendencies amid these four big cities in Lahore, Karachi, Islamabad, and Peshawar.

The investigation of certain aspects, including the trends in dancing, the actions of the influencers, the body image, and vulgar language will allow concluding whether TikTok is merely a means of amusement or a virtual environment that promotes risky behavioural patterns among the Pakistani youths. Moreover, the paper aims to evaluate the association between exposure to explicit content on TikTok and sexual misconduct tendencies in adolescents, identify the predictive value of time spent on TikTok on the sexualized tendency or misconduct among adolescents., to study how the power of TikTok influencers and the process of sexual content normalization in adolescents are interconnected, examine the perception regarding the degrees of exposure to explicit TikTok materials, TikTok time, sexual attitudes and behaviour among teenagers, examine the gender discrepancy in sexual misconduct predilection by adolescents and to establish the effect of parental supervision in the relationship between exposure to sexualized content and behavioural results. The findings have served as a critical input to educators, parents, policy-makers and platform regulators to curb the possible ill effects of unfiltered social media content to young users.

LITERATURE REVIEW

TikTok has become a big phenomenon in the consumption of digital media among teenagers, especially in Pakistan, which questions the behavioural effects. Recent research has revealed that the excessive use of TikTok is a contributor to psychological discontinuities. Safdar et al. (2024) discovered that the perception that young Pakistani women spend a lot of time on TikTok was "related to the high rates of stress, anxiety, and sleep disorders. Correspondingly, (Ghafari et al., 2022) also highlighted the role of excessive use, which results in the development of attention-seeking behaviour, growth of narcissism, and a reduced interest in real-life social interaction.

The connection between the use of TikTok and impulsive behaviour has been already established. (Gulzar et al., 2024) found out that TikTok addiction has a positive correlation with impulsivity and a negative correlation with digital maturity and moral development. Young adults who spend a long time using it also have lower moral sensitivity and less risk-taking behaviour. Investigating the user in Peshawar, Darwaish and Nazneen (2022) found that the concern about body image and the narcissistic tendency were reinforced through the exposure to visual centric and appearance-based content in TikTok.

Fatima et al., (2022) found that in such smaller urban areas as Layyah, there was a significant correlation between aggressive behaviour and the consumption of pornographic or hyper-sexualized social media content among students in college. These data are consistent with (Gruber & Grube, 2000) as the latter conducted a review of the literature on the topic at the global level and concluded that adolescents who viewed sexual content on such sites as TikTok and Instagram were more likely to follow these examples and demonstrate early sexual interest, which is often accompanied by a low level of moral restraint.

Nicolla et al., (2025) analysed 150 TikTok videos explicitly about sexual assault and found that millions of impressions were generated by content framed to educate or raise awareness (68%), with creators often displaying authenticity through personal disclosure (84%) and critiquing social norms around perpetration (60%). In addition, Xue et al. (2025) showed that social media like TikTok and YouTube Shorts recommend or expose sexualized or emotionally provocative content to younger users. In their work on the creation of SexTok (George & Surdeanu, 2023) emphasized that a large portion of this information straddles the border between education and seduction, and adolescents are not always able to tell the difference between intention and genuineness.

Alshamrani et al., (2021) examined more than four million YouTube comments on videos of children and found that 11% of them included evidence of toxic or inappropriate content that puts children and adolescents at risk of exposure even when they actively use age-appropriate content on the Internet. Baker et al., (2025) examined the presence of parental psychological maltreatment in TikTok videos and reported that caregivers often post such content for engagement, which might normalize psychologically abusive practices toward children under the guise of humour or relatability. Emotional isolation has also been attributed to the use of TikTok. (Balci et al., 2024) found that loneliness and

social detachment were common effects of addicted users in a Turkish study, and that males were especially more likely to experience more dependency (Sajid et al., 2022). Similarly, Sabir et al. (2020) discovered that habitual self-presentation on TikTok caused a skewed body image and increased inferiority or superiority complexes amongst Pakistani young people, particularly in the urban areas.

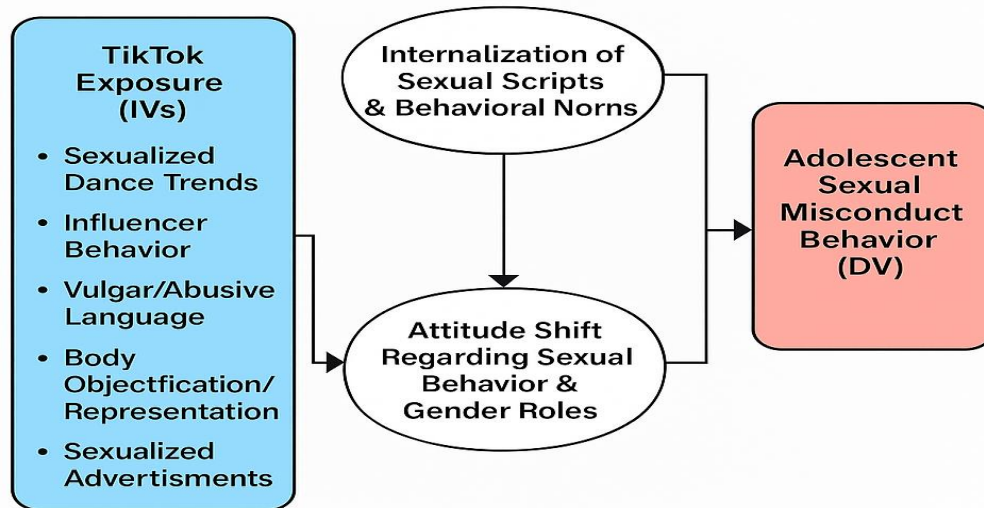
Issues of covert grooming practices have been expressed all over the world. The article in the Parents Magazine (2025) indicated that such trends as Yes You Can on the TikTok platform disguise sexually suggestive behaviour as empowerment, and it might align risky behaviours among minors. The patterns are a demonstration of the larger issues that are brought up in sexual script theory, as presented by (Aguirre, 2022), as it dictates the way media perpetuates gender roles (that foster male superiority and female subordination) that manifest themselves frequently in TikTok dances and trends.

In Pakistan, Pakistan Telecommunication Authority (PTA) expresses this sentiment through several warnings and temporary bans on TikTok because it contains immoral content. Another study that mentioned the digital exposure as a factor that leads to a vulnerable behaviour was the Sahil NGO (2023), indicating in an indirect manner that there is alarmingly high rate of child sexual abuse in Pakistan. This cross of internet presence and reality damage is becoming more pronounced. These trends are also endorsed by international reviews. A literature review in 2022 confirms the findings of an Indonesian literature review that adolescents who were exposed to sexual content on social media were more inclined to have early sexual experiences and permissive sexual attitudes (Ningrum & Kusbaryanto, 2021). A meta-analysis of problematic use of social media in 2025 supported the widespread consequences of excessive social media use, showing that the two variables have a strong correlation: problematic use of social media correlates with self-harm, harassment, and emotional distress, especially in adolescents aged below 16 years.

These scholarly concerns are reflective of anecdotal evidence found in online communities. According to the Pakistani commentaries on Reddit (2024) young children tend to open up hidden accounts on TikTok where they get a premature exposure to adult content and parody adult behaviour. This premature exposure is not just defining identity but also exposing the adolescents to exploitation and deviance of behaviour. Taken altogether, these researches highlight an essential problem: TikTok and other similar platforms are not some simple tools of entertainment they are active agents in the formation of the psychological and behavioural development of adolescents. Sexualisation, combined with algorithmic amplification and cultural laxity, provides an atmosphere that can be deceptive of moral judgment, increase risky behaviour and degrade established social standards. The trends require immediate scholarly focus, digital literacy, mediation by parents, and more stringent regulatory systems to protect the youth.

Theoretical Framework

Sexual Script Theory (Simon & Gagnon, 1986)



The Sexual Script Theory is the learning of sexual behaviour scripts through cultural norms, interpersonal and intra-psychic. TikTok leads to the formation of cultural scripts, which tend to support male dominance and female objectification through repetitive and stylized content. Teenagers who are exposed to such material may adopt these gendered and sexual scripts, which subsequently affect the way they view and behave in sexual roles and expectations in actual life scenarios.

Sexual Script Theory is a strong perspective to observe the behavioural implications of being exposed to sexualized contents of TikTok among adolescents in Pakistan. The theory assumes that people acquire and internalize the sexual behaviour by culturally approved scripts informed by media, the interaction of people and by individual thought. Within the TikTok setting, teenagers are often subject to stylized information that affects their perception of gender roles, hyper sexualized beauty, and objectification of women in particular. These cultural scripts in the media serve to perpetuate cultural and societal norms of male sexual domination, female submissiveness, and the normalization of sexually explicit behaviour within the confines of the internet at large.

Adopting media-mediated sexual scripts as their main concept of gender and sexuality, Pakistani adolescents are also especially susceptible to this kind of sexual script suppression in a society where sexual discussions are usually repressed, and traditional sex education is minimal. This research looks into the possible changes in behavioural outcomes that could be realized as a result of repeated exposure to such materials such as a higher risk of sexual misconduct or inappropriate behaviour in adolescents. Through the Sexual Script Theory, the study aims to not only determine the correlation

but also the socio-cultural process through which TikTok determines sexual cognition and behaviour in real-life situations, especially in a society that is still grappling with the traditional values and embracing globalized digital influences.

Conceptual Framework

Conceptual and Operational Definitions of Variables

In this research, a number of critical variables were conceptually and operationally defined in an attempt to explore how TikTok affects adolescent behaviour. The conceptual meaning of the first independent variable, which is Exposure to Sexualized Content on TikTok, is the magnitude to which adolescents view videos with sexually suggestive content, including, but not limited to, provocative dancing, explicit gestures, vulgar language, or naked images. Operationally, this exposure is measured by self-report answers to Likert-scale questions in which the frequency of looking at this type of content is measured.

The TikTok Usage Frequency, which is the second independent variable, is conceptualized by the frequency and duration of time the adolescents use TikTok platform. It is operationalized as self-reports by participants regarding the average time that they spend on it daily or weekly (e.g., 0-1 hours, 1-2 hours, etc.).

Two dependent variables are involved in the study. The Sexualized Behaviours or Attitudes is the first, which conceptually is viewed as behaviours or beliefs among adolescents, which were more accepting or imitative of sexualized material, such as dressing provocatively or engaging in behaviours because of social media trends. This is quantified by consensus with attributes such as wearing revealing clothes are a normal aspect to attract attention on a 5-point Likert scale. The second dependent variable, Involvement in or Normalization of Sexual Misconduct, measures the degree to which adolescents participate in or excuse objectionable sexual activities or remarks including sharing or sending sexual jokes or making sexually suggestive remarks online. The evaluation of this is done through attitudinal statements.

Finally, Parental Supervision is considered a control variable. Ideally, it can be defined as the level of parental control and supervision of the social media use among adolescents. Operationalization: Likert-scale answers to the statements such as my parents limit screen time, my parents discuss content and my use is tracked.

Hypothesis

H1: There is a significant positive correlation between exposure to explicit TikTok content and sexual misconduct tendencies among adolescents.

H2: Time spent on TikTok significantly predicts sexualized behaviour or misconduct tendencies among adolescents.

H3: The role of the TikTok influencers has a strong positive relationship with the normalized sexual content of adolescents.

H4: The tendencies of sexual misconduct are significantly higher among male adolescents than among female adolescents.

H5: The relationship between exposure to sexualized content and the behavioural outcomes of adolescents is significantly moderated by parental supervision, with the relationship being a stronger one when parental supervision is high.

MATERIALS AND METHODS

This study used a quantitative, cross-sectional survey design to determine the relationship between exposure to sexualized content on TikTok and the development of sexualized behaviour or promotion of misconduct among Pakistani adolescents. Through a designed questionnaire, statistical correlation of independent and dependent variables can be made, which makes the study appropriate to describe behavioural trends and attitudes in a quantitative manner.

The target group consists of teenagers between 13 and 19 who are the frequent users of TikTok, and priority is given to major urban centres like Lahore, Karachi, Islamabad and Peshawar. In case of giving a representative sample, a multistage stratified random sampling method will be used. In the initial phase, stratification will occur, based on city, in the second phase, the sample is based on the public and private schools and colleges within every city and in the final phase, the students were selected randomly in the sampled schools and colleges. With a level of confidence of 95 percent and a 5 percent margin of error, the minimum sample size is determined using Cochran formula of 385. This study has drawn a sample of 500 respondents.

Inclusion criteria involve participants being adolescents (13-21 years old), active TikTok user (at least three times per week), and be willing to issue informed consent with parental/ guardian consent in case of minors. Participants who use or do not use social media minimally or do not consent to participate in the study had left out of the research.

A structured self-administered questionnaire was used to gather data, which was printed in both English and Urdu in order to make it be as comprehensible as possible. The instrument has a number of sections: demographics (age, gender, city, education level, screen time, and device used); TikTok usage and exposure to sexualized content; sexualized behaviours and attitudes; participation in or normalization of sexual misconduct; and parental supervision as a control variable. The Likert-scale item and self-report questions has evaluated different behavioural, attitudinal, and other factors.

A pilot study using 50 adolescents was done to guarantee the reliability of the instruments used. The values of Cronbach Alpha have been determined on all scales with 0.70 taken as a value obtained above the cut-off threshold of 0.70. To be valid, content validity has been established by a review of experts in the field of media studies, psychology, and sociology, whereas face validity was measured in the pilot stage by feedback of the participants. The physical and digital approaches are used to

conduct the data collection. The survey has been conducted face-to-face in the schools and colleges with institutional approval and prior ethical clearance. Where a hard copy is inaccessible, an online copy of the questionnaire has been provided through Google Forms.

RESULT AND DISCUSSION

Data used in this study were analysed in SPSS v. 26 and AMOS to perform both descriptive and inferential analysis. Demographic characteristics and the responses of participants were summarized using descriptive statistics, such as frequency distributions, means, and standard deviations. Pearson correlation analysis was used to test the associations between main variables, i.e., exposure to sexualized TikTok content, sexualized behaviours, and normalization of misconduct. To further investigate predictive relationships, multiple regression analysis was also performed to determine the degree to which the exposure to TikTok affects sexual behaviour and misconduct of adolescents. Also, the moderation analysis was conducted with the help of the PROCESS macro to find out whether the parental supervision mediates the correlation between exposure to sexualized content and behavioural outcomes. Any statistical analysis was done at a significance level of $p < 0.05$, which makes the findings of the research statistically sound and significant.

The study was conducted in a manner that followed the research ethics. All of the respondents were informed and made to participate willingly and parental or guardian consent was taken in the case of the minors. The participants were informed about their anonymity and confidentiality of the responses, and no personal identifiers were used at any point in time during the research. Since certain questions in the questionnaire were sensitive, the participants were accorded the liberty of skipping any question that they felt uncomfortable answering. The ethical protocol was aimed to express respect to the rights, privacy, and well-being of all the participants during the research process. Using this procedural approach of common method bias, the occurrence of CMB is of least concerned in this study.

Table 1: Reliability Results (Cronbach's Alpha)

Construct	No. of Items	Cronbach's Alpha
Sexualized Content Exposure	3	0.811
Sexualized Behaviours	3	0.798
Attitude Toward Sexual Misconduct	3	0.843
Parental Supervision	3	0.752

Note: The internal consistency ($0.7 > 0.7$) of all the constructs is good, which is a signal of reliable scales.

Table 2: KMO and Bartlett's Test Results

Test	Value
KMO Measure of Sampling Adequacy	0.783
Bartlett's Test of Sphericity	$\chi^2 = 416.21$, $df = 66$, $p < .001$

Note: KMO value- greater than 0.7 implies good sampling adequacy. The significance of the test is significant ($p < .001$), which indicates that the data is appropriate to take up factor analysis.

Table 3: Exploratory Factor Analysis – Factor Loadings (Varimax Rotation)

Item	Factor 1 (Exposure)	Factor 2 (Behaviour)	Factor 3 (Attitude)	Factor 4 (Supervision)
I watch TikTok dance trends	0.81	0.09	0.12	0.02
I view vulgar content on TikTok	0.77	0.15	0.18	-0.03
I follow TikTok influencers	0.74	0.21	0.11	0.06
I imitate TikTok content	0.18	0.80	0.14	0.03
I've used foul language	0.09	0.76	0.10	0.01
I have altered in terms of style of dressing.	0.23	0.71	0.17	-0.04
I support romantic expression	0.13	0.14	0.79	-0.02
I'm open to sexual discussion	0.11	0.16	0.76	0.03
I tolerate sexual content	0.14	0.22	0.74	0.01
My parents limit the access to screens.	0.02	0.03	-0.04	0.81
My parents talk about content	0.04	0.08	0.01	0.78
My usage is monitored	-0.02	0.05	0.03	0.74

Note. A factor loading of above 0.60 is regarded as strong. The items fit neatly on four different factors that are indicative of Exposure, Behaviour, Attitude and Parental Supervision.

Table 4: City-Wise Distribution of Demographic Characteristics (N = 500)

City	Gender (M/F)	Age Group (13–15 / 16–18 / 19–21)	Education (Sec / H. Sec / UG)	SM Use (<2 / 2–4 / >4 hrs)
Lahore	65 / 60	30 / 60 / 35	32 / 55 / 38	24 / 50 / 51
Karachi	64 / 61	32 / 56 / 37	36 / 50 / 39	23 / 48 / 54
Islamabad	63 / 62	29 / 58 / 38	34 / 54 / 37	25 / 51 / 49
Peshawar	63 / 62	29 / 51 / 45	38 / 51 / 36	23 / 51 / 51
Total	255 / 245	120 / 225 / 155	140 / 210 / 150	95 / 200 / 205

Note: SM Use = Social Media Use; Sec = Secondary; H. Sec = Higher Secondary; UG = Undergraduate.

The survey was conducted on 500 adolescents spread uniformly in four large cities of Pakistan Lahore, Karachi, Islamabad and Peshawar of 125 adolescents each in a city. The proportion of masculinity was almost equal throughout all urban areas, and the general percentage of males was slightly more than that of females (51-53). The highest numbers were aged 16-18 years (45%), which indicates that more mid-adolescents are more active with social media content such as TikTok. The age group 13-15 was found 24 per cent of the sample and the age group 19-21 was 31 per cent. The level of education was that majority of the respondents were in Higher Secondary education (42%), Undergraduate (30%), and Secondary (28) which revealed that majority of the respondents were under or in a high school. Looking at the social media use, most adolescents (41%) said that they spent more than 4 hours a day on social media, which provokes the concern of excessive exposure to potentially harmful material. Only 19 percent used it less than 2 hours, indicating the high and intense exposure to the digital world among the young. Generally, the table shows a very active group of adolescents with a high

participation and participation in the 16-18 years' age group with a high screen time and a relatively equal gender and education levels in all four cities. This population base justifies the purpose of the research, which is to investigate the behavioral implications of the content of TikTok on teenage users.

Table 5: Province-Wise Descriptive Statistics for Study Variables

City	Exposure to Explicit TikTok Content (M)	Sexual Misconduct Tendencies (M)	Time Spent on TikTok (hrs/day) (M)	Permissive Sexual Attitudes (M)	Influence of TikTok Influencers (M)	Normalization of Sexual Content (M)
Lahore	3.85	3.47	2.98	3.62	3.82	3.58
Karachi	3.89	3.43	3.01	3.59	3.77	3.53
Islamabad	3.84	3.41	2.93	3.64	3.80	3.52
Peshawar	3.86	3.48	2.85	3.60	3.79	3.54

The descriptive statistics in the province-wise form point out that there are rather significant disparities in teenagers being exposed to TikTok content and the corresponding effect on the behaviour. Explicit TikTok content was reported as the most exposed in Karachi (M = 3.89), Lahore (M = 3.85), Islamabad (M = 3.84), and Peshawar (M = 3.86) among adolescents, which is comparatively similar across the city. The tendencies of sexual misconduct were marginally high in Lahore and Peshawar (M = 3.47 and M = 3.48) and lower in Karachi and Islamabad (M = 3.43 and M = 3.41), which depicts differences in the levels of sexual misconduct tendencies by regions. In terms of time spent on TikTok, Karachi adolescents had the highest amount of time spent at 3.01 hours/day, followed by the least amount of time spent by Peshawar adolescents at 2.85 hours. The results on permissive sexual attitudes indicated the highest mean score in Islamabad (M = 3.64) which implied that adolescents in this city are more exposed to sexual contents than the adolescents in Lahore (M = 3.62). Regarding the power of TikTok influencers, Lahore and Islamabad found higher mean values (M = 3.82 and M = 3.80), which means that such adolescents are better influenced by content creators. Lastly, on the subject of the normalization of sexual material, adolescents in the cities of Lahore and Karachi (M = 3.58 and M = 3.53) were more accepting of sexualized media material, with Islamabad and Peshawar slightly lower on the normalization aspect. These results show regional disparities in adolescents using TikTok and its content, and this may shape their attitude and behaviour towards sexual content.

Table 6: Pearson Correlation Between Exposure to TikTok Content and Sexual Misconduct Tendencies (N = 500)

Variables	1	2
1. Exposure to Explicit TikTok Content	-	
2. Sexual Misconduct Tendencies	.62**	-

Note: $p < .01$.

Table 6 demonstrates that there was also a significant positive correlation between the exposure of the adolescents to sexually explicit TikTok material and their stated propensity towards sexual misconduct ($r = .62$, $p < .01$). This implies that an increased exposure to provocative dances, vulgar performances, body based material, and abusive language on TikTok is closely linked to sexual misbehaviour or

unbecoming desires. This correlation is deemed to be moderately high, which means that it is significant.

Table 7: Regression Analysis of predicting Permissive Sexual Attitudes based on the time spent on TikTok.

Predictor	B	SE B	β	t	p
(Constant)	1.23	0.27	-	4.56	0.00
Time on TikTok	0.48	0.06	0.54	8	0.00

$R^2 = .29, F(1, 498) = 64.0, p < .001$

The regression model showed that Time on TikTok can be regarded as a significant positive predictor of the dependent variable. The coefficient of 0.48 ($p = 0.001$) corresponds to the fact that, other things being equal, the higher the time spent on TikTok, the greater the predicted value of the outcome variable will be. The standardized coefficient ($=0.54$) implies that the effect is moderately to strongly important, which implies that Time on TikTok has a significant impact on the variance explained in the dependent variable. This importance and value of this relationship is further supported by t-value of 8.00. These findings indicate that an increased use of TikTok is substantially related to the increased levels of the outcome measured, thus making it possible to emphasize that the time spent on the app may have a behavioural or psychological effect.

Table 8: Correlation between Influencer Impact and Normalization of Sexual Content

Variables	1	2
1. Influence of TikTok Influencers	-	
2. Normalization of Sexual Content	.57**	-

Note: $p < .01$

The positive correlation ($r = .57, p < .01$) between the impact of TikTok influencers and the normalization of sexual content among adolescents is also significant as observed in Table 8. This assumption presupposes that followers, admirers, or individuals influenced by the personalities on TikTok would perceive strongly explicit or sexually charged content as the norm or anything acceptable, which once again proves that digital role models have their impact on the way adolescents think and act.

Table 9: Descriptive Statistics-Adolescent behaviour and attitudes as compared to TikTok content

Variable	M	SD	Minimum	Maximum
Exposure to Explicit TikTok Content	3.87	0.76	1	5
Sexual Misconduct Tendencies	3.45	0.82	1	5
Time Spent on TikTok (hours/day)	2.92	1.34	0.5	7
Permissive Sexual Attitudes	3.61	0.69	1	5
Influence of TikTok Influencers	3.78	0.84	1	5
Normalization of Sexual Content	3.53	0.88	1	5

$N = 500$, Note: M = Mean, SD = Standard Deviation

The presented descriptive statistics offer valuable knowledge about adolescent behaviour and attitudes regarding the content on TikTok. Respondents indicated the exposure to explicit TikTok content of a moderate level ($M = 3.87$, $SD = 0.76$), and it can be argued that young people are regularly exposed to videos that depict sexually suggestive dances, vulgar language, or body-focused performances. Similarly, the effect of TikTok influencers was also indicated to be rather high ($M = 3.78$, $SD = 0.84$), which means that the adolescents prefer and envy content creators who frequently publish provocative or trend-following content.

It is worth noting that the mean duration of time spent on TikTok was about 2.92 hours per day ($SD = 1.34$), indicating that the respondents significantly used the platform daily. This repeated use is in line with the high scores on permissive attitudes to sex ($M = 3.61$, $SD = 0.69$) and normalization of sexual contents ($M = 3.53$, $SD = 0.88$), making it likely that the more the adolescents are exposed to such contents, the more they are likely to regard them as acceptable or normal. Lastly, sexual misconduct tendencies showed a mean score of 3.45 ($SD = 0.82$), which indicates that a sizeable percentage of the sample might be experiencing or considering dirty acts that indicate the existence of poor sexual boundaries or decision-making. Taken altogether, the findings are indicative of a phenomenon of powerful behavioural and cognitive influence of TikTok seductive content on Pakistani adolescents, which supports the hypotheses that high exposure and influencer effects are associated with a change in sexual attitudes and potentially detrimental behaviours.

Table 10: Independent Samples T-Test: Sexual Misconduct Tendencies by Gender (N = 500)

Gender	N	M	SD	t	df	p
Male	250	3.71	0.79	4.92	498	< .001
Female	250	3.19	0.77			

Note: M = Mean; SD = Standard Deviation; t = t-value; df = degrees of freedom; p = significance level.

The independent samples t-test was used to assess the tendency of sexual misconduct after exposure to explicit content on TikTok in male and female adolescents. The outcomes show that there is a statistically significant difference in the two groups, $t(498) = 4.92$, $p = .001$. Namely, the misconduct tendencies were significantly higher among males ($M = 3.71$, $SD = 0.79$) than among females ($M = 3.19$, $SD = 0.77$). This indicates that explicit TikTok material might have more impact on male teenagers and predisposes them to engage in indecent sexual acts.

Table 11: Moderation Analysis: Parental Supervision is a Moderator of Exposure to Sexualized Content on Behavioural Outcomes

Predictor	B	SE	t	p	LLCI	ULCI
Constant	1.850	0.230	8.040	<.001	1.400	2.300
Exposure to Sexualized Content	0.520	0.090	5.780	<.001	0.350	0.690
Parental Supervision	-0.280	0.080	-3.500	0.001	-0.440	-0.120
Exposure $\times$ Parental Supervision	-0.150	0.050	-3.000	0.003	-0.250	-0.050

$$R^2 = .28, F(3, 496) = 64.35, p < .001$$

The moderation analysis, which was done through the PROCESS Macro (Model 1), has brought several significant results. Sexualisation was observed to be a significant positive predictor of behavioural outcome in adolescents ($B = 0.52, p < .001$) and the greater the exposure, the greater the behavioural effect. Supervision by the parents on the other hand, demonstrated a strong negative association with behavioural outcomes ($B = -0.28, p = .001$) indicating that greater supervision was associated with less behavioural problems. More importantly, the interaction term between exposure to sexual content and parental supervision was also significant ($B = -0.15, p = .003$). This implies moderation, that is, the magnitude of the association between exposure and behaviour is different with the intensity of parental supervision. In particular, the interaction term is negative implying that high parental supervision undermines the positive relationship between exposure to sexualized content and behavioural outcomes. This general model was significant ($R^2 = .28, F(3, 496) = 64.35, p < .001$) and it led to the explanation of 28 per cent variance in behaviour outcomes. These results reveal the safeguarding effects of parental supervision in reducing the negative impact of sexualized media content on adolescent behaviour.

CONCLUSION AND POLICY IMPLICATION

This study provided information on the behavioural and psychological effects of using TikTok on Pakistani adolescents. Descriptive statistics revealed that teens reported moderate exposure to explicit TikTok content ($M = 3.87$), permissive sexual attitudes ($M = 3.61$) and normalization of sexual content ($M = 3.53$). Such findings are in line with previous studies by Uhls et al. (2017) that have established that teenagers who are often exposed to sexualized media are likely to develop liberal sexual attitudes and behaviours. The mean duration on TikTok is almost 3 hours a day ($M = 2.92$) which stresses once again how the device is integrated into the daily life of adolescents. The positive correlation between exposure to explicit content and sexual misconduct tendencies ($r = .62, p < .01$) is positive, which is correlated with the results of Vandenbosch and Eggermont (2013), who opine that in the case of the regular consumption of sexualized content, adolescents are more likely to normalize and resort to sexual permissive or aggressive conduct. Also, the strong correlation between the influence of TikTok influencers and normalization of sexual content ($r = .57, p < .01$) is an indication that the impact of parasocial relationship is increasingly shaping the values of adolescents, as asserted by de Brail et al. (2019). Retrospective comparison showed that TikTok time is a significant predictor of sexual misconduct intentions ($0.54 = .001$), which may support the hypothesis that increased engagement will contribute to repetitive exposure and internalization of erotic materials. This is like what Coyne et al. (2019) discovered, having concluded that sexual behaviour normalization among teenagers is positively correlated with increased time spent on social media platforms. The results of this research hold up the accumulating amounts of evidence that exposure to sexualized media content has a strong impact on adolescent behaviour.

In line with the conclusions of the earlier researches (Brown & L'Engel, 2009; Vandenbosch & Eggermont, 2013), the findings show that the more adolescents are exposed to sexualized content, the

more likely they are to display the corresponding behavioural consequences. Notably, the role of parental supervision as a moderating factor is also mentioned in the study. The observed strong interaction effect indicates that increased parental supervision levels are able to cushion or dilute the adverse effect of exposure to such content. This is in line with the social learning theory that puts emphasis on the environmental moderators that influence a behavioural response to media stimuli. Moreover, the findings highlight the importance of media literacy classes and parental instructional approaches that will empower young people and parents with the means of the critical evaluation of the online information. The t-test indicated that there was a substantial difference between genders, with the male adolescents indicating to have a higher tendency of misconduct than the female adolescents. This observation aligns with Ward (2003) and Tirumala et al. (2025), who observed that male adolescents are more likely to be involved in sexual and hate speech, to be more suggestive in speech, and to be more affected by media representations of masculinity and dominance. Collectively, these findings support the idea that repeated exposure to sexualized TikTok content and the effects of the use of influencers and trends may have a substantial effect on how teenagers behave and think, especially in communities that have restricted discourses on sex and media literacy. Although the moderating role of parental supervision was not expounded in this analysis, previous researchers like Collier et al. (2016) have demonstrated the protective effect of active parental mediation in mitigating the effect of harmful media exposure.

This study contributed to psychological and behavioural impacts of social media, since it addresses the influence of TikTok on adolescent sexual attitudes and behaviours in Pakistan. The findings have indicated that the interaction of explicit content and increased exposure to such material on TikTok, and the time spent on the application and persuasion by digital celebrities, is a significant predictor of the increased propensity toward sexual misconduct and normalization of sexualized behaviours among adolescents. The results also point to a significant gender difference, as male adolescents have 10 times more sexual misconduct tendencies as compared to female adolescents. This implies that there is a necessity of gender-sensitive awareness creation and education that deals with the unique way boys and girls utilize and are influenced by digital media. The statistics highlight the immediate necessity of digital literacy, parenting, and policy regulations. Although applications such as TikTok may be sources of creative and entertaining content, their unfiltered and algorithmic promotion of provocative trends is a danger to young people, particularly in culturally conservative cultures. Supervision by parents, which is not quantitatively examined in this study but is nevertheless a critical variable that may help absorb undesirable results, and to which the intervention should be focused in the future.

In addition, exposure to sexualized material is also a major predictor of behavioural outcomes in adolescents but this does not apply to all. The parental supervision is one of the moderate factors that may lower the negative impact of such content. These results indicate the value of proactive parental participation in the media use of adolescents, especially in the digital era, where exposure to sexualized media is prevalent and mostly unregulated. To enhance healthier behavior development among the adolescent, policymakers, educators and parents should collaborate to come up with effective media

supervision practices. To sum up, the study highlights the multifaceted relationship between exposure to digital media and development in adolescents.

Educators, policymakers, and parents need to collaborate towards establishing a safer online space that promotes creativity that would not undermine the psychological and moral growth of the young. Future studies should advance these conclusions by means of longitudinal designs, qualitative perspectives, and intervention-based strategies to reduce the behavioural effects of sexualized social media designs.

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